

## **WXYZ**

Flight Dates 10/09/12-10/15/12

Order Sep 00:20:00

Product Estimate # 1540 Week 4

Citizens for Affordable Quality Hon Alt Order # 305672 Contract / Revision

Cash Billing Type Original Date / Revision Agency Com 15%

> 07/24/12 10/05/12 Order Type **GENERAL** Billing Contact

Billing Cycle EOM/EOC Advertiser Citizens for Affordable Qual

1322 G Street SE Billing Calendar BROADCAST

Washington, DC 20003 Demographic A25-54

Agency **New Media Firm** POL POL **Rev Codes** 

ISS **Buying Contact** 

Product Codes PL Sales Office EWSDC Sales Region NAT **Priority** P-1

1322 G Street SE 2 Advertiser Ref Agency Ref Washington, DC 20003

**Primary Account Executive** 

Dave Lombardo

Account Executive Order% Start Date **End Date** 

Dave Lombardo 100%

> Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

**Order Totals Billing Plan** 

# of Spots Rating Start Date End Date Month Net Amount Gross Amount Net Amount Gross Amount # Spots October 2012 71 \$60,010.00 \$70,600.00 0.00 10/01/12 10/15/12 \$60,010.00 \$70,600.00 71 \$60,010.00 \$70,600.00 0.00 **Totals** 

**Totals** Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount WXYZ 10/09/12 10/15/12 430 AM News 430a-5a 11111--\$150.00 P-4 0.00 NM \$750.00 7 Action News This Morni Spots/Week Weekdays Start Date **End Date** Rating Rate Week: 10/08/12 10/14/12 - 1111--4 \$150.00 0.00 1----Week: 10/15/12 10/21/12 \$150.00 0.00 E 2 WXYZ 10/10/12 10/12/12 5am News M-F CM 5-6am M-F --1-1--:30 \$400.00 P-4 0.00 NM 2 \$800.00 5am News M-F End Date Weekdays Spots/Week Start Date Rate Rating - - 1- 1- -Week: 10/08/12 10/14/12 \$400.00 0.00 E 3 WXYZ 10/09/12 10/15/12 GMA M-F 7-9am CM 7-9am M-F 11111--:30 \$900.00 P-3 0.00 NM 5 \$4,500.00 M-F 7-9am



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Contract / Revision

305672 Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 07/24/12/ 10/05/12

Order Sep 00:20:00

<u>Advertiser</u> Citizens for Affordable Qua <u>Product</u> Citizens for Affordable Qual <u>Estimate #</u> 1540 Week 4

											Tota	als
Ln Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Spo	ots	Rate Pri	Rtg Type		Amount
E 3 WXYZ	10/09/1	2 10/15/12	GMA M-F 7-9am M-F 7-9am	СМ	7-9am M-F	11111	:30	5	\$900.00 P-3	0.00 NM	5	\$4,500.00
Sta Week: 10/	rt Date 08/12	End Date 10/14/12	Weekdays - 1111	Spots/Week 4	<u>Rate</u> \$900.00	Rating 0.00						
Week: 10/	15/12	10/21/12	1	1	\$900.00	0.00						
E 4 WXYZ	10/13/1	2 10/13/12	Action News SAT Action News SAT		SAT 6-7am	S-	:30	1	\$250.00 P-4	0.00 NM	1	\$250.00
Sta Week: 10/0	rt Date 08/12	End Date 10/14/12	Weekdays S-	Spots/Week 1	Rate \$250.00	Rating 0.00						
E 5 WXYZ	10/13/1	2 10/13/12	GMA SAT 7-8am GMA SAT 7-8am	СМ	SAT 7-8am	S-	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
<u>Sta</u> Week: 10/	rt Date 08/12	End Date 10/14/12	Weekdays S-	Spots/Week 1	Rate \$350.00	Rating 0.00						
E 6 WXYZ	10/13/1	2 10/13/12	Action News SAT Action News SAT		SAT 8-9am	S-	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
Sta Week: 10/	rt Date 08/12	End Date 10/14/12	Weekdays S-	Spots/Week 1	Rate \$350.00	Rating 0.00						
E 7 WXYZ	10/14/1	2 10/14/12	GMA SUN 7-8am GMA SUN 7-8am		SUN 7-8am	S	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
Sta Week: 10/	rt Date 08/12	End Date 10/14/12	Weekdays S	Spots/Week 1	Rate \$350.00	Rating 0.00						
E 8 WXYZ	10/14/1	2 10/14/12	Action News SUN Action News SUN		Sun 8-930am	S	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
Sta Week: 10/	rt Date 08/12	End Date 10/14/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 9 WXYZ	10/09/1	2 10/15/12	M-F 9a-10a M-F 9a-10a	СМ	9-10am M-F	11111	:30	5	\$500.00 P-4	0.00 NM	5	\$2,500.00
Sta Week: 10/	rt Date	End Date 10/14/12	Weekdays - 1111	Spots/Week 4	<u>Rate</u> \$500.00	Rating 0.00						
Week: 10/		10/21/12	1	1	\$500.00	0.00						
E 10 WXYZ	10/09/1	2 10/15/12	M-F 10a-11a M-F 10a-11a	СМ	10-11am M-F	11-1	:30	3	\$400.00 P-4	0.00 NM	3	\$1,200.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ Week: 10/		10/14/12 10/21/12	- 1- 1 1	2	\$400.00 \$400.00	0.00 0.00						
E 11 WXYZ			12p Noon News	СМ	12-1pm M-F	11111	:30	5	\$500.00 P-4	0.00 NM	5	\$2,500.00
	rt Date	End Date	12n-1p <u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	- 1111 1	4	\$500.00	0.00						
Week: 10/ E 12 WXYZ		10/21/12	M-F 4-5pm	CM	\$500.00 4-5pm M-F	0.00	:30	2	\$900.00 P-3	0.00 NM	2	\$1,800.00
			Dr. Oz		·		.50	۷	ψ900.001-3	O.OO INIVI		ψ1,000.00
Sta Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> 1- 1	Spots/Week 2	Rate \$900.00	Rating 0.00						
E 13 WXYZ	10/09/1	2 10/15/12	5p News 5-6pm M-F	СМ	5-6pm M-F	11-1	:30	3	\$1,000.00 P-4	0.00 NM	3	\$3,000.00
Week: 10/		End Date 10/14/12	<u>Weekdays</u> - 1- 1		Rate \$1,000.00	Rating 0.00						
Week: 10/ E14 WXYZ		10/21/12	1	CM	\$1,000.00 6-630pm M-F	0.00	:30	ာ	\$1,200.00 P-4	0.00 NM	2	\$2 400 00
			6-630pm M-F		·		.50	2	ψ1,200.00 F-4	U.UU INIVI		\$2,400.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					I	



WXYZ
Contract / Revision

Contract / Revision 305672 Flight Dates 10/09/12-10/15/12 Hiatus Dates

<u>Original Date / Revision</u> 07/24/12/ 10/05/12 <u>Order Sep</u> 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1540 Week 4

Ln Ch Start	End	Inventory Code	Break	Start/End Ti	me Davs	Len Spo	ots	Rate Pr	Rtg Type	Tota Spots	als Amount
E14 WXYZ 10/10/			СМ	6-630pm M-F				\$1,200.00 P-			\$2,400.00
		6-630pm M-F									
Start Date	End Date	Weekdays 1- 1	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12			\$1,200.00	0.00	- :30	2	£4 200 00 D	0 00 NM	3	¢2 c00 00
E15 WXYZ 10/09/		M-F 7-730p	СМ	7-730pm M-F		30	3	\$1,200.00 P-	5 0.00 INIVI	3	\$3,600.00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u> - 1- 1	Spots/Week		Rating						
Week: 10/15/12	10/14/12 10/21/12	1		\$1,200.00 \$1,200.00	0.00 0.00						
E 16 WXYZ 10/13/		Access Saturday Sat 7-8pm	СМ	7-8pm Sat	S	- :30	1	\$1,000.00 P-	3 0.00 NM	1	\$1,000.00
Start Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12	S-		\$1,000.00	0.00						
E 17 WXYZ 10/14/	12 10/14/12	Early News Su Su 6-630p	СМ	6-630pm Sun	:	S :30	1	\$750.00 P-	1 0.00 NM	1	\$750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12	S	1	\$750.00	0.00						
E18 WXYZ 10/10/	12 10/12/12	Access M-F 730-8 M-F 730-8pm	8pm CM	730-8pm M-F	1- 1-	- :30	2	\$1,800.00 P-	1 0.00 NM	2	\$3,600.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1- 1	Spots/Week 2	Rate \$1,800.00	Rating 0.00						
E 19 WXYZ 10/09/			CM		1-Sun 11- 1- 1	- :30	4	\$2,000.00 P-	1 0.00 NM	4	\$8,000.00
		11pm Action New	vs Updat	·							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12	- 1- 1- 1-		\$2,000.00	0.00	<b>\ \ \ \ \ \ \ \ \ \</b>		ned Det	Dt T		
Spot Ch Date Ra 3 WXYZ 10/08/1		escription ate News M-Su		t/End Time 135pm M-Su		Weekdays - T- Th- Sa		ngth <u>Rate</u> :30 <del>(\$2,000.00</del>	Rtg Type		
See MG 19		ale News W Ga	11-1	133piii W Ou		- 1 - 111 - 5a		.υυ[ψε,υυυ.υι	7 0.00 11111		
[news at 11	30nm due to										
E ANN/7 40/40/4	John due to	NASCAR]									
5 NXYZ 10/13/1		NASCAR] ate News M-Su	11-1	135pm M-Su്വ	1:30 PM-12:00	:Sa	-	:30 \$2,000.0	0 0.00 NM		
→ MG for 19.3	2-10/13/12 La 3 10/13	ate News M-Su				:Sa	-	:30 \$2,000.0	0 0.00 NM		
	2-10/13/12 La 3 10/13 10/21/12	ate News M-Su	1	\$2,000.00	0.00					-	
⊕ MG for 19.3	2-10/13/12 La 3 10/13 10/21/12	ate News M-Su	1	\$2,000.00			5	:30 \$2,000.0 \$750.00 P-		5	\$3,750.00
<ul> <li>⊕ MG for 19.3</li> <li>Week: 10/15/12</li> <li>E 20 WXYZ 10/09/2</li> <li>Start Date</li> </ul>	2-10/13/12 Log 10/13	ate News M-Su  1  M-F 1135p-1205a  Nightline  Weekdays	1 CM Spots/Week	\$2,000.00 1135pm-1205	0.00 5am M11111-					5	\$3,750.00
⊕ MG for 19.3     Week: 10/15/12     E 20 WXYZ 10/09/2     Start Date     Week: 10/08/12	2-10/13/12 Li 3 10/13 10/21/12 12 10/15/12 End Date 10/14/12	ate News M-Su  1 M-F 1135p-1205a Nightline  Weekdays -1111	a CM Spots/Week 4	\$2,000.00 1135pm-1205 <u>Rate</u> \$750.00	0.00 5am M11111- Rating 0.00					5	\$3,750.00
<ul> <li>⊕ MG for 19.3</li> <li>Week: 10/15/12</li> <li>E 20 WXYZ 10/09/2</li> <li>Start Date</li> </ul>	2-10/13/12 Li 3 10/13 10/21/12 12 10/15/12 End Date 10/14/12 10/21/12	M-F 1135p-1205a Nightline Weekdays - 1111 1 M-F 1205a-105a	1 a CM Spots/Week 4 1 CM	\$2,000.00 1135pm-1205 Rate \$750.00 \$750.00	0.00 5am M11111-	- :30			4 0.00 NM		\$3,750.00 \$1,250.00
⊕ MG for 19.3     Week: 10/15/12     E 20 WXYZ 10/09/2	2-10/13/12 Li 3 10/13 10/21/12 12 10/15/12  End Date 10/14/12 10/21/12 12 10/15/12	1 M-F 1135p-1205a Nightline Weekdays - 1111 1 M-F 1205a-105a Jimmy Kimmel Li	1 CM ve	\$2,000.00 1135pm-1208 Rate \$750.00 \$750.00 1205am-105a	0.00 5am M11111 Rating 0.00 0.00 am M-11111-	- :30	5	\$750.00 P-	4 0.00 NM		
⊕ MG for 19.3     Week: 10/15/12     E 20 WXYZ 10/09/3      Start Date     Week: 10/15/12     Week: 10/15/12     E 21 WXYZ 10/09/3     Start Date	2-10/13/12 Li 3 10/13 10/21/12 12 10/15/12 End Date 10/14/12 10/21/12 12 10/15/12 End Date	ate News M-Su  1 M-F 1135p-1205a Nightline  Weekdays -1111 1 M-F 1205a-105a Jimmy Kimmel Li Weekdays	1 CM Spots/Week 4 1 CM ve Spots/Week	\$2,000.00 1135pm-1205 <u>Rate</u> \$750.00 \$750.00 1205am-105a	0.00  Sam M11111-  Rating 0.00 0.00  am M-11111-	- :30	5	\$750.00 P-	4 0.00 NM		
⊕ MG for 19.3     Week: 10/15/12     E 20 WXYZ 10/09/2	2-10/13/12 Li 3 10/13 10/21/12 12 10/15/12  End Date 10/14/12 10/21/12 12 10/15/12	1 M-F 1135p-1205a Nightline Weekdays - 1111 1 M-F 1205a-105a Jimmy Kimmel Li	1 CM ve	\$2,000.00 1135pm-1208 Rate \$750.00 \$750.00 1205am-105a	0.00 5am M11111 Rating 0.00 0.00 am M-11111-	- :30	5	\$750.00 P-	4 0.00 NM		
	2-10/13/12 Li 3 10/13 10/21/12 12 10/15/12  End Date 10/14/12 10/21/12  End Date 10/14/12 10/15/12  End Date 10/14/12 10/15/12	1 M-F 1135p-1205a Nightline Weekdays - 1111 1 M-F 1205a-105a Jimmy Kimmel Li Weekdays - 1111	1 CM Spots/Week 4 1 CM ve Spots/Week 4 4 4	\$2,000.00 1135pm-1205 <u>Rate</u> \$750.00 \$750.00 1205am-105a <u>Rate</u> \$250.00	0.00  Sam M11111-  Rating 0.00 0.00  am M-11111-  Rating 0.00 0.00	- :30	5	\$750.00 P-	4 0.00 NM 4 0.00 NM		
<ul> <li>⊕ MG for 19.3</li> <li>Week: 10/15/12</li> <li>E 20 WXYZ 10/09/2</li> <li>Start Date</li> <li>Week: 10/15/12</li> <li>E 21 WXYZ 10/09/2</li> <li>Start Date</li> <li>Week: 10/08/12</li> <li>Week: 10/08/12</li> <li>Week: 10/15/12</li> </ul>	2-10/13/12 Li 3 10/13 10/21/12 12 10/15/12  End Date 10/14/12 10/21/12 12 10/15/12  End Date 10/14/12 10/21/12 10/21/12 10/21/12 10/15/12  End Date 10/14/12 10/21/12 10/15/12  End Date	1 M-F 1135p-1205a Nightline Weekdays -1111 1 M-F 1205a-105a Jimmy Kimmel Li Weekdays -1111- 1 M-F 106a-206a M-F 106a-206a Weekdays	1 CM Spots/Week 4 1 CM ve Spots/Week 4 1	\$2,000.00 1135pm-1205 <u>Rate</u> \$750.00 \$750.00 1205am-1056 <u>Rate</u> \$250.00 \$250.00	0.00  Sam M11111-  Rating 0.00 0.00  am M-11111-  Rating 0.00 0.00	- :30	5	\$750.00 P-4	4 0.00 NM 4 0.00 NM	5	\$1,250.00
	2-10/13/12 Li 3 10/13 10/21/12 12 10/15/12  End Date 10/14/12 10/15/12	1 M-F 1135p-1205a Nightline Weekdays - 1111 1 M-F 1205a-105a Jimmy Kimmel Li Weekdays - 1111 1 M-F 106a-206a M-F 106a-206a Weekdays - 1111	1 CM Spots/Week 4 1 CM ve Spots/Week 4 1 CM Spots/Week 4 1 CM	\$2,000.00  1135pm-1205  Rate \$750.00 \$750.00  1205am-105a  Rate \$250.00 \$250.00  106am-206ar  Rate \$150.00	0.00  Sam N11111  Rating 0.00 0.00  am M-11111  Rating 0.00 0.00  m 11111  Rating 0.00	- :30	5	\$750.00 P-4	4 0.00 NM 4 0.00 NM	5	\$1,250.00
● MG for 19.3 Week: 10/15/12 E 20 WXYZ 10/09/2  Start Date Week: 10/15/12 E 21 WXYZ 10/09/2  Start Date Week: 10/08/12 Week: 10/15/12 E 22 WXYZ 10/09/2  Start Date Week: 10/15/12 E 22 WXYZ 10/09/2  Week: 10/08/12 Week: 10/08/12 Week: 10/08/12 Week: 10/08/12	2-10/13/12 Li 3 10/13 10/21/12 12 10/15/12  End Date 10/14/12 10/21/12 12 10/15/12  End Date 10/14/12 10/21/12 12 10/15/12  End Date 10/14/12 10/21/12 12 10/15/12	1 M-F 1135p-1205a Nightline Weekdays -1111 1 M-F 1205a-105a Jimmy Kimmel Li Weekdays -1111- 1 M-F 106a-206a M-F 106a-206a Weekdays -1111- 1	Spots/Week 4 1 CM ve Spots/Week 4 1 CM Spots/Week 4 1 CM Spots/Week 4 1 CM	\$2,000.00  1135pm-1205  Rate \$750.00 \$750.00  1205am-105a  Rate \$250.00 \$250.00  106am-206ar  Rate \$150.00 \$150.00	0.00  Sam M11111-  Rating 0.00 0.00  am M-11111-  Rating 0.00 0.00  m 11111-  Rating 0.00 0.00	- :30 - :30 - :30	5 5	\$750.00 P-4	4 0.00 NM 4 0.00 NM 4 0.00 NM	5	\$1,250.00 \$750.00
	2-10/13/12 Li 3 10/13 10/21/12 12 10/15/12  End Date 10/14/12 10/21/12 10/21/12 10/21/12 10/21/12	M-F 1135p-1205a Nightline  Weekdays - 1111 1  M-F 1205a-105a Jimmy Kimmel Li  Weekdays - 1111 1  M-F 106a-206a M-F 106a-206a  Weekdays - 1111- 1  SA 1130p-1230a SA Greys	Spots/Week 4 1 CM Ve Spots/Week 4 1 CM Spots/Week 4 1 CM Spots/Week 4 1 CM	\$2,000.00  1135pm-1205  Rate \$750.00 \$750.00  1205am-105a  Rate \$250.00 \$250.00  106am-206ar  Rate \$150.00 \$150.00  1130pm-1230	0.00  Sam M11111  Rating 0.00 0.00  am M-11111  Rating 0.00 0.00  m 11111  Rating 0.00 0.00  column 0.00 0.00  Dam School	- :30 - :30 - :30	5	\$750.00 P-4	4 0.00 NM 4 0.00 NM 4 0.00 NM	5	\$1,250.00
	2-10/13/12 Li 3 10/13 10/21/12 12 10/15/12  End Date 10/14/12 10/21/12 12 10/15/12  End Date 10/14/12 10/21/12 12 10/15/12  End Date 10/14/12 10/21/12 12 10/13/12  End Date 10/14/12 10/21/12 10/21/12 10/21/12 10/21/12 10/21/12 End Date	M-F 1135p-1205a Nightline  Weekdays - 1111- 1 M-F 1205a-105a Jimmy Kimmel Li  Weekdays - 1111- 1 M-F 106a-206a M-F 106a-206a Weekdays - 1111- 1 SA 1130p-1230a SA Greys Weekdays	1 CM Spots/Week 4 1 CM Ve Spots/Week 4 1 CM Spots/Week 4 1 CM Spots/Week 4 1 CM Spots/Week	\$2,000.00  1135pm-1205  Rate \$750.00 \$750.00  1205am-105a  Rate \$250.00 \$250.00  106am-206ar  Rate \$150.00 \$150.00  1130pm-1230  Rate	0.00  Sam M11111  Rating 0.00 0.00  am M-11111  Rating 0.00 0.00  m 11111  Rating 0.00 0.00  Can Annual Control Contr	- :30 - :30 - :30	5 5	\$750.00 P-4	4 0.00 NM 4 0.00 NM 4 0.00 NM	5	\$1,250.00 \$750.00
	2-10/13/12 Li 3 10/13 10/21/12 12 10/15/12  End Date 10/14/12 10/21/12 12 10/15/12  End Date 10/14/12 10/21/12 12 10/15/12  End Date 10/14/12 10/21/12 12 10/13/12  End Date 10/14/12 10/21/12 12 10/13/12  End Date 10/14/12	M-F 1135p-1205a Nightline  Weekdays - 1111 1  M-F 1205a-105a Jimmy Kimmel Li  Weekdays - 1111 1  M-F 106a-206a M-F 106a-206a  Weekdays - 1111- 1  SA 1130p-1230a SA Greys	Spots/Week 4 1 CM Ve Spots/Week 4 1 CM Spots/Week 4 1 CM Spots/Week 4 1 CM	\$2,000.00  1135pm-1205  Rate \$750.00 \$750.00  1205am-105a  Rate \$250.00 \$250.00  106am-206ar  Rate \$150.00 \$150.00  1130pm-1230	0.00  Sam M11111  Rating 0.00 0.00  am M-11111  Rating 0.00 0.00  m 11111  Rating 0.00 0.00  Can M-1  Rating 0.00 0.00  Rating 0.00 0.00  Can M  Rating 0.00 0.00  Can M  Rating 0.00 0.00  Can M  Rating 0.00 0.00	- :30 - :30 - :30	5 5	\$750.00 P-4	4 0.00 NM 4 0.00 NM 4 0.00 NM	5	\$1,250.00 \$750.00

WXYZ

Print Date: 10/06/12





Contract / Revision 305672 Flight Dates 10/09/12-10/15/12 Hiatus Dates

<u>Original Date / Revision</u> 07/24/12/ 10/05/12 <u>Order Sep</u> 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1540 Week 4

									Tota	als
Ln Ch Sta	ırt End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots Rate Pri	Rtg Type	Spots	Amount
		Sports Update 11	30-12m							
011 D	- Ford Date	SU 1130p-12a	0 ( - /// )	D-1-	Detien				ı	
Start Da Week: 10/08/12		Weekdays	Spots/Week	Rate \$550.00	Rating 0.00					
E 25 WXYZ 10/1		Monday Prime C	CM	•	londay M	:30	1 \$5,000.00 P-3	0.00 NM	1	\$5,000.00
	0, 12 10, 10, 12	Castle	· · · ·			.00	. 40,000.00	0.00	·	φο,σσσισσ
Start Da	e End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	M	1	\$5,000.00	0.00					
E 26 WXYZ 10/0	9/12 10/09/12	•	CM	10-11pm T	uesday - T	:30	1 \$5,000.00 P-4	0.00 NM	1	\$5,000.00
2: .5	E 15 (	Private Practice	0	Б.	D ::					
Start Da Week: 10/08/12		<u>Weekdays</u> - T	Spots/Week	Rate \$5,000.00	Rating 0.00					
E 27 WXYZ 10/1		Thursday Prime A	A CM		rsdayT	:30	1 \$4,000.00 P-3	0.00 NM	1	\$4,000.00
	.,	Last Resort			,		* * 1,000.00			* 1,000100
Start Da	e End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12		T	1	\$4,000.00	0.00					
E 28 WXYZ 10/1	2/12 10/12/12	Friday Prime C 20/20	CM	10-11pm F	riday F	:30	1 \$4,000.00 P-3	0.00 NM	1	\$4,000.00
Start Da	e End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12		F		\$4,000.00	0.00					
E 29 WXYZ 10/1	3/12 10/13/12	ABC Saturday Ni	ght Foo@M	SA 8pm-11	30pmS-	:30	1 \$3,000.00 P-3	0.00 NM	1	\$3,000.00
		ABC's Saturday I	Night Foc	·	·					
Start Da		Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12		S-		\$3,000.00	0.00	Maakdaya	Langth Data	Dta Tuna		
Spot Ch Date		Description ABC Saturday Night		<u>t/End Time</u> Rom-1130om	_	<u>Weekdays</u> · Sa-		Rtg Type		
See MG		c cataraay r.igm	. r ootiouii or t	,р т. сор	•	24	100(\$0,000.00)	0.00 7		
[NASCA	R]									
	3/12-10/13/12 <b>N</b>	NASCAR	730-	1130pm	(7:30 PM-11:30  -	Sa-	- :30 \$3,000.00	0.00 NM		
⊕ MG for 2										
E30 WXYZ 10/1	4/12 10/14/12	Sunday Prime C	CM	9-10pm Su	ndayS	:30	1 \$5,000.00 P-3	0.00 NM	1	\$5,000.00
Ota II D -	- Fad D-1-	Revenge	Consta ////	Dete	Datina					
Start Da Week: 10/08/12		<u>Weekdays</u> S	Spots/Week 1	Rate \$5,000.00	Rating 0.00					
VVCCIX. 10/00/12	10/17/12			ψ0,000.00	0.00			Totals	74 🖭	70 600 00

Totals 71 \$70,600.00